

The Hong Kong Daily Press.

No. 5853

日初月七月子丙戌光

HONGKONG, MONDAY, AUGUST 28TH, 1876.

一拜禮

號八十二月八英

港香

PRICE \$21 PER MONTH.

Arrivals.

August 25, INVERERNE, Brit. ship, 744, D. Forman, Newcastle N.S.W. 29th May, Coals and General—Order.

August 26, DUNLAP, British str., 664, E. Burrie, Foochow 23rd August, Amy 24th, and Swatow 25th, General—DUNLAP & CO. & Co.

August 26, LOUISA, Danish sch., 241, J. P. Eriksson, Newcastle N.S.W. 17th June, Coal—SIEGMER & CO.

August 26, ULYSSES, British str., 1,560, J. W. Byrnes, Liverpool 6th July, Port Said 21st, Suez 23rd, Penang 15th August, and Singapore 20th, General—BUTTERFIELD & SWINE.

August 27, NORWELL, British steamer, 604, J. A. Bedell, Sydney 8th August, and Cocktown 12th, General—GIBB, LIVINGSTON & CO.

August 27, MADAGASCAR, German bark, 289, Spieser, Wimpoel 26th August, General—MELCHERS & CO.

August 27, SHEN-CHI, Chinese gunboat, 150, J. H. Wade, Canton 26th August, Amy 27, KAI-AN-TANG-CHI, British str., 933, G. Hopkins, Bangkok 16th August, General—YUEN FAH HOO.

August 27, FAUST, Bremen, German bark, 238, Thomsen, Wimpoel 25th August, General—CARLOVITZ & CO.

August 27, U.S. corvette MONOCACY, 800; Joseph Fyfe, Swatow 26th August.

Clearances.

AT THE HARBOUR MASTER'S OFFICE, AUGUST 26TH.

YESSO, British steamer, for East Coast.

Hochung, Chinese steamer, for Shanghai.

John C. Munro, British bark, for Valparaiso.

Gashill, British steamer, for Yokohama.

Azra Dorothy, German bark, for Guan.

Elizion, British schooner, for Keelung.

Exiles, British bark, for Foochow.

Lenor, British steamer, for Amy, & Norden, Danish steamer, for Singapore, &c.

Departures.

August 26, YESSO, Brit. str., for East Coast.

August 26, SIAM, British str., for Singapore, Bombay, &c.

August 26, ALEXANDER MCNEIL, Am. ship, for San Francisco.

August 26, CINGALE, British bk., for Melbourne.

August 26, NORDEN, Danish str., for Singapore, and Penang.

August 26, HUCHUNG, Chinese steamer, for Shanghai.

August 26, LEONOR, British str., for Amy.

Forw. by T. Munro.

August 26, CHINELAN, British steamer, for Shanghai.

August 26, EGERIA, British gun-vessel, for a cruise.

August 26, JOHN C. MUNRO, British bark, for Valparaiso.

August 27, SUNDA, Brit. str., for Yokohama.

August 27, KASHGAR, British steamer, for Shanghai.

August 27, BENICON, Brit. sch., for Keelung.

August 27, GASHILL, British steamer, for Yokohama.

August 27, ANNA DOROTHY, German bark, for Guan.

August 27, GUSTAV & MARIE, Ger. ship, for Haiphong.

Passengers.

ARRIVED.

Per Douglas, str., from East Coast.—216 Chinese.

Per Invererne, from Newcastle.—2 Chinese.

Per Norman, str., from Sydney, &c.—From Sydney—2 Chinese. From Cocktown—109 Chinese.

Per Rajanadu, str., from Bangkok.—90 Chinese.

Per Ulysses, str., from Liverpool, &c.—Messrs. White and Costa Duarte, and 200 Chinese.

DEPARTED.

Per Yesso, str., for East Coast.—For Swatow.—Mr. Harton. For Coast Ports. 200 Chinese.

Per Hochung, str., for Shanghai.—200 Chinese.

Per John C. Munro, for Valparaiso.—1 Calm.

Per Gashill, str., for Yokohama.—2 Calm.

Per Elizion, str., for Amy, &c.—2 Cabin and 20 Chinese.

Per Norden, str., for Singapore, &c.—125 Chinese.

REPORTS.

The British ship *Invererne* reports left Newcastle, N.W., on 25th May, and had light variable winds and rain from Solomon Islands to the Philippines; since then Easterly winds and much rain.

The Danish schooner *Exiles* reports left Newcastle, N.W., on 17th June, and had strong breeze the first two weeks from the S.E. and Easterly; then calm and variable winds up to the Basseu Channel. Had light Easterly winds to arrive.

SWATOW SHIPPING.

ARRIVED.

17. Nemos, British str., from Coast Ports.

18. Douglas, British str., from Hongkong.

18. Norm, British steamer, from Hongkong.

19. Leocon, British steamer, from Amy.

19. Hailong, British str., from Hongkong.

19. Huchung, Chinese str., from Keelung.

20. Tesso, British str., for Coast Ports.

20. Hailong, Gunboat, from Newchwang.

22. Norm, British steamer, from Hongkong.

23. Norden, British steamer, from Hongkong.

23. Hu-yew, Chinese steamer, from Shanghai.

24. *Deutsch*, British steamer, from Swatow.

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EXTRACTS.

ADVERTISING.
Mr. Holloway, according to an interesting article in the *Sporting Gazette*, spends £30,000 a year in advertising his pills. Messrs. Morris & Son have spent £10,000 a year in advertising. They have Messrs. Rowland & Son of Macclesfield oil known. A firm which is mainly engaged in advertising Dr. Dr. Jephcott's cord liver oil, Messrs. Head & Son spend £6,000 a year in advertising their beds and bedding. Mr. Nicol the tailor spends £5,000, and there are numbers of others who spend, and perhaps exceed, these amounts. Madame Tussaud pays the Atlas Omnibus Company £100 a month for advertising her waxworks on their knigb-boards. But the largest advertiser in the world is Mr. H. Lombard, the great New York chemist, whose advertising costs him £20,000 a week. He has no less than 3000 papers on his list. He has paid £750 for a single large displayed advertisement, and once offered £100 for a single page of the *New York Herald*, on the day that the announcement of the fall of Richmond arrived, but it was declined because Mr. Gordon Bennett could not afford the room for it. Of course it will be asked, can this production expenditure on advertising pay? It only costs to let it do.

Who does not know that shell not know?
Hath thou, or never, had a God?
In what part of the earth do you reside?
Ah not else far other is thy case.
Irreparable thy once so pleasant face;

And that doth earn that served thy fortune out.

Hangs crimp'd by blasts of miserable doubt,

That since the day of thy birth will,

As of a net, thy bones will be all

While over the distended land is strife.

A dira of clashing armaments, and strife.

Of passionate words it is a beld bow

Tossed to and fro.

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